

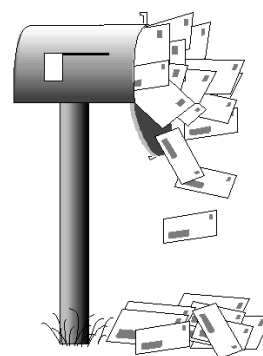
Do Something About Your Junk Mail

Besides trash it

Millions of catalogs, flyers, magazines, and other promotional mail pieces are sent to former employees every week. This undeliverable mail not only costs the marketer sending the mail, it costs your agency valuable time and money to handle and dispose of it.

The Department of General Services' State Mail Services (SMS) has partnered with the Ecological Mail Coalition to provide agencies the easiest, most effective way to stop undeliverable catalogs, magazines, and other bulk mail in its tracks, putting the brakes on wasted time and money.

What's more, you'll rein in environmental waste. Best of all, this service is completely free!



S.M.S.
STATE MAIL SERVICES

How this Service Works

Agencies input information about employees that have left or been relocated.

Marketers submit their mailing lists to the Ecological Mail Coalition for comparison to the names and addresses of the employees that your agency has submitted.

Outdated contacts are flagged for removal or addresses are changed for relocated contacts.

Over time, your undeliverable mail volume will drop dramatically.

Everybody is a winner! Your agency reduces undeliverable mail and marketers save money by mailing only to valid recipients. Even the planet benefits from the reduced waste of natural resources.

Why Use?

- Catalogs and other promotional mailings accounted for 5.6 million tons of the solid waste stream in the U.S. in 1999.
- Nearly 90% of Fortune 500 companies dispose of advertising mail sent to former employees as soon as it is received.
- For every 20 former employees still receiving mail at your business, you're receiving at least 300 pounds of advertising mail and at least three trees are consumed to produce those mailings.

May be the Easiest Cost-Reduction Program You'll Implement This Year

How to Use the Ecological Mail Coalition

Step 1: Register

- Each agency or office should have one person designated to use the system.
- This person will go to the SMS website (<http://sms.dgs.virginia.gov>) and follow the [link to access the Ecological Mail Coalition](#). Bookmark this page for future access.
- On the initial visit the user will need to perform a one time registration.

The screenshot shows the Ecological Mail Coalition website. At the top, it says "The Smarter Approach to Business Mail. Less Waste. More Efficient. For Everyone." and has a "Member Login" button. Below this is a banner for "Hands-On Training" and a central message: "Finally, you can do something about the undeliverable catalogs, magazines, postcards and other promotional mail your department receives. Besides disposing of it." Below the banner, it states "Commonwealth of Virginia has joined the Ecological Mail Coalition to reduce waste and increase efficiency for everyone." and "How It Works" with three steps: 1. Add Former Employees, Address Changes; 2. We Compare Our Database to Marketers' Mailing Lists; 3. Undeliverable Mail Eliminated at Source. On the left, there's a "Benefits" section. On the right, there's a "Frequently Asked Questions" section. At the bottom, there's a "Login to Add Your Department's Information to the Coalition Database" section with fields for "Work E-mail Address:" and "Password:", a "GO" button, and a "Forgot your password?>>" link. A red circle highlights this login section with a "1" next to it. To the right of the login section is a green box with the text "Are You a New User? Start Here>>" and a "2" next to it. At the bottom of the page, there are links for "Privacy Promise" and "Terms of Use", and a copyright notice "© 2002 - 2004 Ecological Mail Coalition".

Commonwealth Ecological Mail Homepage

1- Return visit log-in

2- On first visit, click here to register

The Ecological Mail Coalition is only for business use, for junk mail at home use the Direct Marketing Association Consumer Assistance website: www.dmaconsumers.org.

How to Use the Ecological Mail Coalition

Step 1: Register (Continue)

- You will need to add a new location for your office. Correctly entering this location will reduce the need for future data entry.
- Your email address and self selected password will be all you need for future logins to the Ecological Mail Coalition.

ECOLOGICAL MAIL COALITION

The Smarter Approach to Business Mail
Less Waste. More Efficient. For Everyone.

User Registration

First Name*

Last Name*

Job Title

Telephone

Choose Your Location: **+ ADD LOCATION**

[How does this work?>>>](#)

Your Location Location: *No Location Selected*

Important! Please double check to ensure the e-mail address below is your correct work e-mail address. [Why?>>>](#)

E-Mail Address*

Password*

Verify Password* [Why enter password again?>>>](#)

☒ Keep me informed of news and new services from the EcoLogical Mail Coalition via e-mail. [More>>>](#)

CANCEL **ADD**

Tips for This Page

- After selecting your location from the list of locations, click Change Location to confirm the address.
- If your location or department isn't listed, click on Add Location.
- Be certain to you enter your work e-mail address, not a personal e-mail address.
- Move your mouse over any field name, button or error icon for help.

Suite/MS/Bldg Suite 220
City*
State* Please enter a City


Registration Screen

3– Add your office location after making sure it is not already listed.

How to Use the Ecological Mail Coalition

Step 2: Input Data

- Once registered you are ready to enter information about former employees.
- Use the "Add Former Employee" link to add the name of an employee who is no longer working for your department to Ecological Mail Coalition's database.
- Use the "Add Employee Change of Address" link if an employee has changed departments and they would like their advertising mail forwarded to their new address.



The Smarter Approach to Business Mail
Less Waste. More Efficient. For Everyone.

[LogOut](#)

View/Add/Edit Employees
Membership Maintenance

Tips for This Page

- Fields with an asterisk are required.
- Other fields are highly recommended, as it improves matching probability with mailing lists.
- Choose a location from the drop down box and click on Change Location button, or enter address yourself.
- Move your mouse over any field name, button or error icon for help.

Add/Edit Former Employees

First Name*	<input type="text"/>
Middle Name/Initial	<input type="text"/>
Last Name*	<input type="text"/>
Job Title	<input type="text"/>
Choose a location or enter the address below	
Business Name*	Department of General Services, DEB How does this work? >>
Street Address*	Division of Engineering and Buildings
Suite/MS/Bldg	202 N. Ninth St, Room 412
City*	<input type="text"/>
State*	Richmond
Zip*	VA <input type="text"/>
E-mail Address	<input type="text"/>
Termination Date	<input type="text"/> Why enter non-required items? >>
Note/Status	<input type="text"/>


CANCEL
ADD

Frequently Asked Questions

- Should I enter both formal and nick names (e.g., Charles, Chuck)?
- What if employees receive mail at multiple addresses or company names?
- Should I be concerned about possibly creating duplicate records?
- How do I set up additional locations?
- What information is used when matching former employees to marketers' mailing lists?

[More >>](#)

Need help? Contact:
Member Support
support@ecologicalmail.org
(800) 620-3975

Too Many to Enter?
 Send us a file, instead.
[Learn More>>](#)

Add Former Employees Screen

Marketers are never given direct access to the information you input, rather they submit their mailing lists to the Coalition who compare the lists with information in their database.

**Consult SMS for
more information**

What if I have a large list?

The website is designed to make the process quick, easy, and efficient. In just ten minutes you can typically enter between 20 and 40 employees.

If you can obtain a file of terminated employees or if you maintain an Excel spreadsheet, Ecological Mail Coalition can upload it saving you the time of entering it.

To send your file, email it to info@ecologicalmail.org.

What types of mail will be affected by my participation?

Marketers only remove matched names from mailing lists used to send standard class (formally known as third class) mail. This is the class of mail used for advertising mail such as brochures, postcards, catalogs, and fliers.

First class mail, such as invoices and correspondence, should **not** be affected.

When will I see results?

You should expect to begin seeing results **within six months** of submitting your information to the Ecological Mail Coalition database.

Because marketers only submit their mailing lists periodically, it takes time for your information to enter the matching cycle. Mailings that were already being processed may still be sent before the information is removed from marketers' lists.

SMS CONTACT INFORMATION

<http://sms.dgs.virginia.gov>
StateMail@dgs.virginia.gov
(804) 236-3592

